

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD #2094-A3-REQ. *M50996-"Gossip"-PAGE 4/C BLD (5 1/8" x 7 1/8")-Digest Size-1997



What you call gossip we call fact-finding.

VIRGINIA SLIMS
It's a *woman*
thing.



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8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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